



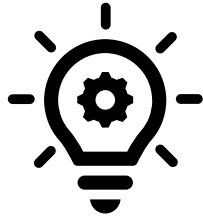
**DIVERSITY
EQUITY
AND
INCLUSION**



Sensory Friendly Shopping

*Welcoming and delighting
customers through inclusion*

What is a Sensory Friendly Shopping Environment?



A ***Sensory Friendly Shopping environment*** is one that adjusts for elements that can contribute to sensory overload and make everyday tasks such as grocery shopping difficult for certain individuals.

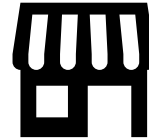


These elements can include **sound, lighting and smell.**

SFS Launched in over 450 stores across Canada



Increases community and workplace engagement



Easy to execute at store level



No additional labour required



Competitive advantage



How to create a Sensory Friendly Shopping Environment?



Assign an SFS Store Champion to train employees and coordinate weekly SFS hours



Engage a community partner to support launch (optional)



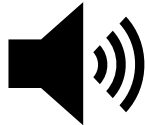
Reduce overhead/case lighting by 50%



Silence or reduce all sounds from PA systems, music, telephones, scanners and registers, lottery machines



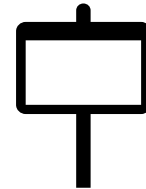
Refrain from collecting shopping carts/baskets during SFS hours



Lower department noise such as deli and bread slicers



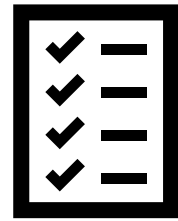
Turn off washroom hand dryers



Provide front-end SFS signage and customer support

Sensory Friendly Shopping

Key Messages



- The grocery store is a central hub of the community. It's important to us that everyone feels welcome and included in our stores.
- At Sobeys Inc., we pride ourselves on creating an inclusive environment that reflects our the diversity of the customers and communities we serve. This commitment is supported across our full organization and store network.
- SFS is an opportunity for customers who may have sensory sensitivities to enjoy a reduced noise and lighting shopping experience on regularly scheduled days and times.
- A sensory friendly environment is one that adjusts for elements that can contribute to sensory overload and make everyday tasks such as grocery shopping difficult.
- Even customers that may not have sensory sensitivities have told us they enjoy this sensory reduced shopping experience!



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Appendix

- ✓ **Front-end SFS Checklists**
- ✓ **FAQs**
- ✓ **Signage**
- ✓ **Who to contact for support**
- ✓ **Reduced lighting image**

Pre-Sensory Friendly Shopping Hours Checklist



OVERHEAD AND CASE LIGHTING	
Reduce to 50% (where possible)	
CASH REGISTERS	
Ringers/Sounds turned off	
CUSTOMER SERVICE DESK	
Ringers off or reduced/handheld vibrate option activated if/where possible	
Lotto machine/terminals sound reduced or off	
SELF CHECKOUT MACHINES	
Ringers turned off	
CASHIERS	
Do not page	
Call Duty phone for all inquiries	
CUSTOMER ORDERS AND PARCEL PICK-UP	
Online/phone orders are filled for pick-up prior to SFS hours	
Collect carts/baskets 15 minutes prior to SFS hours; No cart collection during SFS hours	
IN-STORE AND VESTIBULE LED SCREENS (CONCEPT/RENO STORES)	
Large screens turned off during SFS hours	

Post-Sensory Friendly Shopping Hours Checklist



OVERHEAD AND CASE LIGHTING	
Back to normal store lighting protocol	
CASH REGISTERS	
Ringers/Sounds turned on	
CUSTOMER SERVICE DESK	
Ringers turned on	
Lotto machine/terminals sound turned on	
SELF CHECKOUT MACHINES	
Ringers turned on	
CASHIERS	
Paging resumes	
CUSTOMER ORDERS AND PARCEL PICK-UP	
Online/phone order fills resume	
Cart/Basket collection resumes	
IN-STORE AND VESTIBULE LED SCREENS (CONCEPT/RENO STORES)	
Large screens turned on	

FAQs



Q: Do I contact MSC to program my lighting to 50% for Sensory Friendly Shopping hours?

A: *Please adjust your lighting manually. This will also help when seasonal time changes occur.*

Q: Do we need to get in-store supplier partners like Starbucks to silence their machines?

A: *No. It's business as usual for our partners, however let them know about our SFS program to see if/how they would like to participate*

Q: Can delivery trucks still ring back door bell to notify delivery is waiting?

A: *Yes. Deliveries will continue as per usual process.*

Q: Can we reduce sounds on front-end lottery terminals?

A: *Yes, lottery terminal sounds can be reduced.*

Q: Can customers use their cell phones during Sensory Friendly Hours?

A: *Yes.*

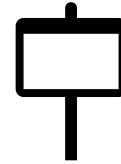
Q: Do staff and customers need to lower their voices during SFS hours?

A: *No*

Q: What if I run out of carts for customers?

A: *Please collect carts and baskets 15-30 minutes before Sensory Friendly Shopping hours start so that you minimize the possibility of not having enough carts for customers.*

T-Stand Signage Specs



Sensory-Friendly

Colour: Green or Red

Sensory T-Stand

TSD-V3

22" x 28" finished size

4/4 on 40pt styrene

Dry erase lamination on both sides

I-cut round corners and 2 holes at top
for hanging

Date

From

To pro
all

nt for
t:



Reduced
store lighting

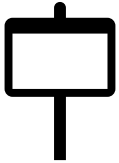


Suspended announcements
No overhead music
Reduced scanner noises



No cart
collection

Who to contact for support



To order SFS T-Stand signage contact:
sobeys.support@tc.tc



Questions about Sensory Friendly Shopping? Contact:
diversity.inclusion@sobeys.com
Florence.Chapman@sobeys.com



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Hand to eye to you
Breads & Desserts

